



MEDIA ADVISORY



FOR IMMEDIATE RELEASE

June 3, 2010

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NORTH CENTRAL STANDOUT ERIC GORDON'S FOUNDATION SPONSORS INDY PARKS BASKETBALL PROGRAM FOR AT-RISK YOUTH

INDIANAPOLIS – (June 3, 2010) City of Indianapolis Deputy Mayor for Neighborhoods Olgen Williams and Indy Parks Director Stuart Lowry will join 260 youth for the launch of the Summer Basketball League sponsored by the **Eric Gordon Foundation** at 5 p.m. Friday, June 4.

The Summer Basketball League is a program to help at-risk children and teenagers ages 7 to 18 learn valuable life skills and play basketball with their peers. Participants attend a workshop each week designed around character building for young men such as resume writing, conflict resolution, financial responsibility and philanthropy. After the workshop, the kids are rewarded with basketball games.

Los Angeles Clippers guard and 2007 Indiana Mr. Basketball recipient Eric Gordon through his foundation donated \$3,500 to the Summer Basketball League. Gordon led North Central High School to the Indiana 4A title game his senior year and played on the Indy Parks Municipal Gardens' city-wide team when he was younger. Gordon's father coaches the Junior Basketball League at Municipal Gardens.

The Summer Basketball League supports Get Fit Indy! Mayor Ballard's Kids Fitness Challenge that encourages youth to be active 60 minutes a day and eat healthy foods. Go to www.indy.gov/kidsfitnesschallenge for more information.

WHAT: Summer Basketball League sponsored by Eric Gordon Foundation
WHEN: Friday, June 4, 2010 at 5:00 p.m.
WHERE: Municipal Gardens, 1831 Lafayette Road

Editor's Note: This is a media availability event. Eric Gordon is tentatively scheduled for an appearance.



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